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| **Assignment** |
| Qualification  | BTEC Extended Diploma in Computer Games Design |
| Unit number and title | Unit 4 – Creative Media Production Management ProjectUnit 5 – Working to a brief in Media |
| Start date | 1/10/2018 |
| Deadline  | 2/11/2018 |
| Assessor name | James Tedder |
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| Assignment title | Game idea development |
| **Learning Outcomes for Unit 5:** **P2** plan a response to a brief working within appropriate conventions and with some assistance **M2** plan a response to a brief competently showing some imagination and with only occasional assistance**D2** plan a response to a brief to near-professional standards showing creativity and flair and working independently to professional expectation**Learning Outcomes for Unit 4:** **P1** originate, develop and research an idea for a media product working within appropriate conventions and with some assistance**M1** originate, develop and research an idea for a media product showing some imagination and with only occasional assistance**D1** originate, develop and research an idea for a media product showing creativity and flair and working independently to professional expectations

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| **The work for this assignment must be submitted in accordance with the instructions given at** **the end of each task within the assignment****Students are reminded that late work will not be accepted for assessment. Student Declaration**I declare that all the work submitted for this assignment is my own work, or in the case of group work, the work is **my work** I completed as part of the group, and that no part of it has been copied from any source (other than for referencing).I understand that if **any** part of the work submitted for this assignment is found to be plagiarised**none** of the work submitted will be allowed to count towards the assessment of the assignment.Signed: Date:\_\_\_\_\_\_\_\_\_\_\_\_  |

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| **Hand in:** To be submitted electronically using any appropriate media style (E.g. reports, videos, presentations). Hard copies and physically produced artwork or other material to be scanned in.**Your brief:**You are an apprenticeship games designer working for games developer SLC Studios in the East Midlands. Your manager has asked you to plan and develop a new concept for a video game inspired by the TV show Stranger Things. This will be a 3D game created using the Unreal Engine with custom created 3D models, other royalty free assets can also be used. This game will be developed for Windows PC but should consider the possibility of ports to consoles and mobile devices.**Task 1 – Initial Research****1.1** As this game concept is to be inspired by Stranger Things your first task is to analyse the TV show by watching episodes and doing independent research into the popularity and appeal of the show. You will also cover elements of this as part of Unit 6 - Critical approaches to creative media products (Game Development).* **Narrative/story** – What is the story?
* **Location/setting** – Where is Stranger Things set? Give a description of the location.
* **Time period** – What era is Stranger Things set? Does it link to any previous time periods?
* **Character(s)** – Who are the main characters? How are these characters personalities portrayed through costume/make-up/hair and the dialogue and action within Stranger Things?
* **Genre(s)** – Which types of genre does Stranger Things have?
* **Visual Style** – What kind of colours, lighting and styles does the show use
* **Sound/Music** – What music and sound effect does the show use. Do they fit well?
* **Target audience** – Who are the target audience? Why?

**Task 2 – Developing ideas for a game****2.1** Based on this initial research generate ideas for 4 original game ideas using mind mapping, mood boards (digital e.g. Padlet or paper based) and creating simple game design briefs covering the core elements of your game. **2.2** You should now pick 1 idea to take forward. Critically analyse the 4 concepts you have created and then justify your decision to take the final idea forward. * Identify the important criteria within the brief and requirements for creating the game and what the expected game should be.
* Consider all possible game ideas including positive and negative aspects
* Which one is most likely to meet the game brief criteria given to you?
* Which one will be the most fun? Most unique? Likely to be achievable?

**Task 3 – Finalising your idea for a game****3.1** After deciding on a final idea, you need to create documents which would support a small team in developing your game, you will create:* A full game design brief
* More extensive mood boards, level maps, thumbnail sketches/storyboards , concept art showing visual design and gameplay elements (Links to Unit 69 - Drawing Concept Art for Computer Games)
* Prototypes showing early gameplay concepts, models and environments
* Any other pre-production documents which show your ideas and concepts

**Task 4 - Researching an idea for a game**You will now complete comprehensive research on your chosen idea considering the viability of the project. Your research should include a focus towards finding the target audience for your game along with how well your game is likely to be received. **4.1** Analyse at least 3 games with similar genres, visual styles and gameplay elements. At least 1 must be well received and 1 negatively received. Investigate why you think that’s the case. Primary and secondary research should be used along with your own informed opinions.* Primary research could include surveys using questionnaires or interviews with people in focus groups. This could be focused towards the games being analyzed and or your own original concept.
* Secondary research could include sales information (e.g. vgchartz.com) and reviews (e.g. Metacritic) including scores and options by professional journalists of similar games to your own.

What are some of the positive and negative elements of these similar games? Will you incorporate these positive elements and how will you address the negative aspects?Research should be both quantitative and qualitative.**Task 5 –Timescales and Constraints**You will have approximately 20 weeks to complete production and post production.**5.1** Create a timeline and plan for these 20 weeks considering what you will be doing each week. Consider time to gather resources and create resources (e.g. Models, textures, sounds), learning elements not yet understood and how long the elements will take to implement. Include testing considerations casting your mind back to Unit 77 Designing tests for games from last year. How long will testing take? When will you be Alpha ready (Mostly feature complete with bugs), Beta ready (Feature complete with minor bugs) and finally have a release candidate(RC).**5.2** Added to your final game design document or produced separately consider and address the constraints that may be placed on your game. This could include but is not limited to:* Time – Can you complete all the required elements in the time give?
* Costs – How much are the software and hardware likely to cost? How much royalty’s do you have pay to Epic for a game released on the Unreal Engine? What will it cost to release on Steam?
* Personnel – Who’s making this game? What is there availability?
* Resources – What elements do you need and why? Models, textures, sounds etc
* Legal and ethical considerations, e.g. privacy, libel law, defamation, race discrimination law, data protection, freedom of information.
* Codes of practice e.g. PEGI age rating system, intellectual property rights and licenses, consumer protection, advertising laws, data protection and privacy (e.g. GDPR), gambling legislation.
* Copyright - requirement, owner, clearance, cost.

***Indicative Content******Unit 4 P1M1D1 Be able to originate, develop and research an idea for a media product***Originate ideas: group and individual brainstorming; analysis of each idea; selection; justificationDevelop an idea: e.g. mood boards, thumbnails, mock-ups, surveysConstraints: time; costs; personnel; resources; legal and ethical considerations, e.g. privacy, libel law,defamation, race discrimination law, data protection, freedom of information; codes of practice; copyright (requirement, owner, clearance, cost)Research an idea: audience research, e.g. age, gender, socio-economic grouping, lifestyle, location;audience figures, e.g. RAJAR, BARB, ABC, CAA, ELSPA, Chart Track, MCV; primary content research, interviews, questionnaires, own observations; secondary content research, e.g. newspapers, magazines, books, audio, audio-visual, electronic, internet, archives, libraries; research into competitors; research into market***Unit 5 P2M2D2 Be able to develop a planned response to a brief*** Plan: prepare plan to meet requirements; health and safety issues; relevant legislation to be followed; team members involved; role of team members; organisational structure; working practices Timescales: deadlines; availability; resources; feedback Develop: brainstorm; mind-map; identify possible solutions; treatments; scripts; programme/design formats; to meet requirements of brief; research potential of solutions; evaluate against requirements and constraints; select best option; discuss with client; agree final response***Unit 5 P2M2D2 Marking considerations include:**** Quality of care, thought, worked out ideas and presentation.
* Understanding of the limits of the brief with respect to appropriate codes of practice.
* Imaginative thought behind the work along with codes and conventions employed.
* Level of assistance needed.

***Unit 4 P1M1D1 Marking considerations include:**** How clear an idea for a project it is along with how well-defined the target audience is.
* How thorough the research and planning are along with how it takes into account the needs and interests of the target audience.
* Your approach and attitude to this work.
* Ability to make decisions where necessary and lead a group if in one.
* How informed a treatment is along with how clear, informed, appropriate and developed the ideas are.
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| This brief has been verified as being fit for purpose |
| Assessor | James Tedder |
| Signature |  | Date |  |
| Internal verifier | Wayne Gallear |
|  Signature |  | Date |  |